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Weichert® Increases Southwest Presence with Addition of New Arizona Office **WEICHERT, REALTORS® - Peak Performance Opens in Phoenix Area**

EL MIRAGE, Ariz. / April 17, 2017 – Weichert Real Estate Affiliates, Inc. continues to grow its market presence in the Southwest region of the country with the addition of WEICHERT, REALTORS® - Peak Performance. The addition of the new real estate office in El Mirage, formerly known as Peak Performance Real Estate, marks the fourth Weichert® office in the state.

“I was thoroughly impressed with everything that Weichert could provide our agents to help them succeed when I met with their franchise system’s leadership team in New Jersey,” said Sally Liddicoat, broker/owner of WEICHERT, REALTORS® - Peak Performance. “As an independent agency, there were limits to what we could provide our agents to help them succeed in real estate. That’s where Weichert comes in. Joining Weichert gives us access to some great systems that our agents can quickly plug into to be more successful.”

As part of the Weichert franchise network, Liddicoat’s team can take advantage of trainings provided by Weichert – starting with a three-day intensive in-office session to familiarize agents with the Weichert business approach. The El Mirage affiliate office will also be eligible to receive sales leads from the Weichert call center to help grow its local market share.

“Once we learned about all the things Weichert could provide our office, like strong sales and marketing support, the decision to join was a no brainer,” said Liddicoat’s husband, Mike, a licensed agent who helps run the family-owned business, which opened in 2013. “The move to Weichert ultimately benefits our clients and the level of quality service we can provide them.”

Liddicoat’s husband sees another benefit from being a part of the Weichert brand.

“I can definitely see us achieving our goal of opening more offices here in the West Valley in a few years now that we’re part of Weichert.”

Weichert Real Estate Affiliates, Inc. President and COO Bill Scavone was pleased to welcome the newest Arizona affiliate to the Weichert network. “I am thrilled to welcome our new friends at WEICHERT, REALTORS® - Peak Performance and their clients to the Weichert family. Their office has a reputation for great customer service and they are highly regarded in the Phoenix metro area. The office also shares our client-first philosophy and is rooted in the region it serves.”

WEICHERT, REALTORS® - Peak Performance is an independently owned and operated Weichert affiliate serving the Phoenix metro area. The office is also a member of the West Maricopa Association of REALTORS, the South East Valley Association of REALTORS, the Phoenix Association of REALTORS, as well as the Arizona Association of REALTORS and National Association of REALTORS.

For more information about WEICHERT, REALTORS® - Peak Performance, located at 14618 N. 125th Lane in El Mirage, contact Sally Liddicoat at 623-321-3486 or visit www.peakperformancerealestate.com.



Sally Liddicoat (far right) and her team at WEICHERT, REALTORS® - Peak Performance is the newest Weichert affiliate in Arizona.

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About Weichert Real Estate Affiliates, Inc.: Weichert Real Estate Affiliates, Inc. has grown steadily since Jim Weichert, president, chairman and CEO of Weichert, Realtors, launched the company's franchise division in 2001. The affiliate division was created to offer a business model for franchisee ownership candidates described as "a clearly defined operating system for marketing and managing a real estate business." Weichert Real Estate Affiliates, Inc. announced its first affiliate in 2002, was ranked as one the top traditional residential real estate franchises in *Entrepreneur's* 2017 Franchise 500 and is identified in 2017 by *Franchise Business Review* as one the top U.S. franchises. Weichert Real Estate Affiliates, Inc. has offices serving over 300 markets in 39 states. For more information about Weichert, visit Weichert.com or for information on franchise opportunities visit WeichertFranchise.com.

Each WEICHERT® franchised office is independently owned and operated.